

ORDER



Orders	Order / Rev:	714444	Primary AE:	
	Alt Order #:	06320520	Sales Office:	Joe Knauer
	Product Desc:	AMERICAN CROSSROADS	Sales Region:	T-WAS
	Estimate:	1017		NAT
	Flight Dates:	09/19/12 - 09/27/12		
	Original Date / Rev:	09/24/12 / 09/24/12		
	Order Type:	Political		
Agency	Name:	Crossroads Media/ POL	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:	66 Canal Center Plaza Suite 500	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	American Crossroads	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/	Advertiser External ID:	
	Priority:	P-5	Agency External ID:	
	Revenue Codes:	AGY, GEN, POL		

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/27/12	22	September 2012	22	\$56,000.00	\$47,600.00	0.00
			Totals	22	\$56,000.00	\$47,600.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/21/12	09/21/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	-----F--	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week: 09/17/12 09/23/12 -----F-- 1 \$3,500.00 0.00															
2	WKYC	09/21/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRISE															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week: 09/17/12 09/23/12 -----F-- 1 \$1,000.00 0.00															
3	WKYC	09/21/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-----F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week: 09/17/12 09/23/12 -----F-- 1 \$3,000.00 0.00															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
1	N/KYC	09/17/12-09/23/12	M-F 6-630p		6p-630p										
See MG 3.2 [cj]															
2	N/KYC	09/24/12-09/27/12	M-F 7-730p		7-730p										
MTWTh-----:30 \$3,000.00 0.00 NM															
3	WKYC	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			

Order / Rev: 714444
 Alt Order #: 06320520
 Flight Dates: 09/19/12 - 09/27/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1017

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		M-----		1				\$3,500.00		0.00			
5	WKYC	09/24/12	09/24/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		M-----		1				\$1,000.00		0.00			
6	WKYC	09/24/12	09/24/12	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		M-----		1				\$3,000.00		0.00			
7	WKYC	09/22/12	09/22/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12		-----S-		1				\$3,500.00		0.00			
8	WKYC	09/20/12	09/27/12	M-F 11-1135p	CM	11-1135p	-----T---	:30	1	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12		-----T---		1				\$3,500.00		0.00			
Week: 09/24/12		09/30/12		-----T---		1				\$3,500.00		0.00			
9	WKYC	09/20/12	09/27/12	M-F 5-6a	CM	5a-6a	-----T---	:30	1	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12		-----T---		1				\$1,000.00		0.00			
Week: 09/24/12		09/30/12		-----T---		1				\$1,000.00		0.00			
10	WKYC	09/20/12	09/27/12	M-F 6-630p	CM	6p-630p	-----T---	:30	1	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12		09/23/12		-----T---		1				\$3,000.00		0.00			
Week: 09/24/12		09/30/12		-----T---		1				\$3,000.00		0.00			
11	WKYC	09/25/12	09/25/12	M-F 11-1135p	CM	11-1135p	-T-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-T-----		1				\$3,500.00		0.00			
12	WKYC	09/25/12	09/25/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-T-----		1				\$1,000.00		0.00			
13	WKYC	09/25/12	09/25/12	M-F 6-630p	CM	6p-630p	-T-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/30/12		-T-----		1				\$3,000.00		0.00			
14	WKYC	09/19/12	09/26/12	M-F 11-1135p	CM	11-1135p	--W----	:30	1	\$3,500.00	P-5	0.00	NM	2	\$7,000.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/12		09/23/12		--W----		1				\$3,500.00		0.00			
Week: 09/24/12		09/30/12		--W----		1				\$3,500.00		0.00			
15	WKYC	09/19/12	09/26/12	M-F 5-6a	CM	5a-6a	--W----	:30	1	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/19/12		09/23/12		--W----		1				\$1,000.00		0.00			

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Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS WKYC
 Estimate: 1017

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WKYC	09/19/12	09/26/12	M-F 5-6a	CM	5a-6a	--W---	:30	1	\$1,000.00	P-5	0.00	NM	2	\$2,000.00
Channel 3 News @ 5AM															
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/17/12	09/23/12	--W---			1	\$1,000.00		0.00						
Week:	09/24/12	09/30/12	--W---			1	\$1,000.00		0.00						
16	WKYC	09/19/12	09/26/12	M-F 6-630p	CM	6p-630p	--W---	:30	1	\$3,000.00	P-5	0.00	NM	2	\$6,000.00
Channel 3 News at 6p															
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	09/17/12	09/23/12	--W---			1	\$3,000.00		0.00						
Week:	09/24/12	09/30/12	--W---			1	\$3,000.00		0.00						